

Santiana Brace

Nova Scotia, Canada • santibrace@gmail.com • [linkedin.com/in/santiana-brace](https://www.linkedin.com/in/santiana-brace) • [Portfolio](#)

Product Manager with 9 years of experience in B2B SaaS, delivering web and mobile products across diverse industries. Skilled at translating customer insights into strategy, shipping impactful features, and building scalable systems that improve both product and process. Known for thriving in fast-paced startups, adapting quickly, taking ownership, and driving clarity in ambiguous environments. Certified in strategic leadership with a strong foundation in Product-Led Growth and Product Operations.

WORK EXPERIENCE

Liferaft

Mar 2024 – Present

A B2B Open Source Intelligence (OSINT) platform that supports corporate security and intelligence teams to identify and validate threats.

Product Operations Manager

Feb 2025 – Present

- Co-lead of the Strategic AI Council, enabling the company to explore new technology and improve operational efficiency through innovation.
- Created the ProdOps Dashboard, enabling teams across the organization to see key metrics and signals. Now **reviewed monthly by the CEO** and presented **company-wide every quarter**.
- Led the renewal of product operations within the company, resulting in **3+ streamlined processes** and improved efficiency **within ~3 weeks**.
- Established structured Voice of Customer feedback loops, centralizing insights from CS, Sales, and customers to inform roadmap decisions.
- Championed the revival of roadmapping workflows, leading to increased clarity among stakeholders within the **first 30 days**.

Product Manager

Mar 2024 – Feb 2025

- Co-led the development and launch of one of Liferaft's first AI-powered features, which debuted at the industry's largest tradeshow and was used by **20% of customers**.
- Spearheaded product lifecycle improvements such as concentrations on iterations and deprecations, leading to an increased deliverable rate of key milestones and reduced technical debt.
- Played a key role in defining and prioritizing high-impact product initiatives by supporting strategic planning sessions, which shaped the H1 product roadmap.

Swept Technologies

Nov 2017 - Feb 2024

A B2B SaaS platform solving for how janitorial business owners streamline their operations.

Product Manager

Nov 2020 - Feb 2024

- Promoted from QA Analyst to Associate Product Manager, then appointed as the sole Product Manager reporting to the CEO.
- Launched Breaks, closing **100+ customer requests** and Swept's most-requested feature gap; strengthened customer trust and saved multiple accounts from churning over compliance needs.

- Built mobile app translation for **10,000+** field workers, a highly-desired customer request, including customer-facing rollout messaging.
- Supported the development process of the **mobile app rebuild** with key stakeholders and executing on project milestones.
- Partnered with the CEO to develop a repeatable Go-To-Market launch plan and led all GTM initiatives, ensuring timely execution and cross-functional readiness for new feature launches.
- Other positions held: **QA Analyst (Team Lead)**, **Customer Experience Lead**, **(Founding) Customer Support Coordinator**.

CERTIFICATIONS

The AI-Empowered PM - Product Growth Leaders

Continuous Interviewing - Product Talk

Product-Led Certification Course - Pendo x Mind the Product

Strategic Leadership Specialization - Dartmouth College

Learn Python 3 Course - Codecademy

Learn to Program: The Fundamentals - University of Toronto

Software Product Management Specialization - University of Alberta

SKILLS

Strategy & Leadership: Strategic Product Planning, AI Council Leadership, Cross-Functional Collaboration, Operational Process Alignment

Analytics & Growth: Customer + Market Insights, Data-Informed Decision-Making, Product Analytics, Organic Growth Marketing, Voice of Customer Programs

Product Execution: 0-1 Product Development, Continuous Discovery, Go-To-Market (GTM) Strategy, Product-Led Growth, QA & Release Management

Tech Stack: Jira, Confluence, Jira Product Discovery, Pendo, Figma, Gong, Loom, Salesforce, Savio, Lovable

COMMUNITY & LEADERSHIP

Lumentor • Mentor

April 2025 - Present

Selected to mentor recent graduates and early career professionals in product management.

Prodfolio™ • Co-Founder

Feb 2025 - Aug 2026

- Grew to **200+ users** from a cold start, with **70+ beta signups** beginning our initial feedback loop.
- Drove over **1000+ views** on our users portfolios from **February - August 2026**.
- Job seekers emerged as our primary use case, with **57%** saying they came to us to assist in their job search.

The Product Pivot • Co-host

Sept 2024 - Sept 2026

Grew to **1,400+ downloads** and **30+ episodes** (top 1% for podcast longevity), landing guests from **Microsoft, Google, CNBC, and YC-backed companies**, and turning it into a distribution channel for Prodfolio.

